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PATENT 8/16/02

CERTIFICATE OF TRANSMISSION (37 CFR 1.81A)

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being transmitted by facsimile to the U.S. Patent and Trademark Office.

Date: August 16, 2002

Laura J. Kelly

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLN NUMBER 09/205,119	FILING DATE 03 DEC 1998	FIRST NAMED INVENTOR ELDERING	ATTY. DKT. NO. T704-00 (formerly 8887.3004)
TITLE ADVERTISEMENT MONITORING SYSTEM			ART UNIT 2611
			EXAMINER LONSBERRY, H.

Assistant Commissioner for Patents
Washington, DC 20231

RECEIVED

AUG 21 2002

Technology Center 2600

AMENDMENT

This Amendment is in response to the Office Action mailed June 6, 2002, the due date for responding being September 6, 2002. Please consider the following amendments and remarks. A clean version of the below amendments is in the replacement pages attached to this amendment.

In the Specification

Please amend the specification as follows:

Page 1, lines 1-2

Title

Subscriber Profiling Based on Advertisement Monitoring [System]*In the Claims*

Please cancel claims 14-41 without prejudice or disclaimer to the subject matter contained therein. Please add claims 42-73 as follows:

Amendment

-1-

09205119

00000001 501535

42.00 CH
36.00 CH

08/22/2002 WLAWMAN 09/205,119

01 FC:202
02 FC:203